

# INNOVATION AND IMAGINATION

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*"Progress is impossible without change..."*  
*~George Bernard Shaw~*

## Elementary School

### MARKETING THE PROGRAM

#### The Menu

##### Breakfast

1. A'viands proposes to offer 3 Healthy Breakfast Entrée Choices everyday at the Elementary School.
  - Special Rotating "Menu Item of the Day"
  - Breakfast Bar & String Cheese
  - Assorted Cold Cereal

All Breakfasts include: Milk, and Fruit/Juice Choice

##### Lunch

2. A'viands proposes to offer 4 Healthy Lunch Entrée Choices everyday at the Elementary School.
  - Special Rotating "Menu Item of the Day"
  - Special Rotating "Sandwich/Wrap/Sub or Bagel" Item of the Day"
  - Classic Chef Salad
  - Vegetarian Chopped Salad

(Please see the Menus provided in our proposal.)

#### The Look

3. A'viands recommends some changes to the servery and dining room ambience.
  - Add age specific professional signage, such as "Newton's Eat-In Adventure", the "Kids Food Pyramid" and other simple yet colorful nutrition themed posters.



A'viands would like to introduce Newton®

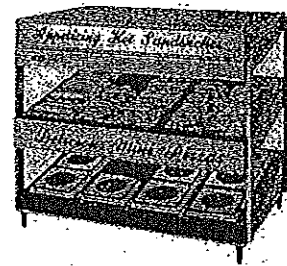
4. We would like to introduce "Newton®" our *Nutrition Nut* at the elementary level. Our mascot Newton, will promote nutrition information to students in a fun, yet simple way! We have monthly "Nutrition Tips and Food Pyramid Posters" we can use to promote nutrition to the elementary student.

### Middle School

### MARKETING THE PROGRAM

#### The Menu

1. A'viands recommends purchasing a hot sandwich/pizza display merchandiser (or similar hot tray display unit.) We would be able to increase the number of choices to the Middle School Students if we had a Professional Display Unit. (Optional-Investment required).



#### The Look

1. A'viands would like to upgrade the "Look" of the Middle School Servery but implementing professional floor standing menu boards and concept signage such as our own Fuel Zone Café - where appropriate. We also recommend adding color and interest by painting the walls a complementary color to our Fuel Zone Concept.



2. Give the area a name such as A'viands' own "Fuel Zone Café", have the food service team wear exciting Polo shirts (approved by District) to give it a restaurant feel.



*Fuel Right - Feel Right*

## High School

### MARKETING THE PROGRAM



#### The Menu

1. Continue to introduce healthier food items into the menu mix. Increase the use of fresh fruits and vegetables. **Use wheat bread and buns for sandwiches.** Offer Vegetarian and Low Sodium choices. (Please see the menu enclosed).

#### The Look

2. Implement A'viands' **Concept Stations** and signage to give the area a professional classic "Food Court" look. Examples:



## ALL SCHOOLS

### OTHER IMPORTANT SERVICES

- **A'viands District Manager Support-** A'viands assigns fewer accounts per District Manager than other Food Service Management Companies allowing our support to be superior.  
This is an important factor for a school as The School District of Somerset, when determining a management company. The time spent training and coaching the On-Site Food Service Director is critical to the success of the food service. Standards need to be outlined, trained, and monitored.
- Promote "Free and Reduced" price meals to those who are entitled to receive them.
- Promote monthly specials and theme days with support from vendors such as Dannon®, General Mills® and Kellogg's®.

### A "PREMIER STUDENT DINING PROGRAM"

A'viands will be providing a tremendous amount of resources for the food service program to insure that the **School District of Somerset** will be highlighted as one of our showcase locations. As we expand our business with student dining programs, we will be extremely dependent upon outstanding references from Districts such as yours. At A'viands, we all have a vested interest to insure that nothing impedes our desire to grow. The **School District of Somerset** will be given extra attention and professional personal contact which will not diminish as each year goes by.

## **A'viands Philosophy on Marketing the School Lunch Program, *its BIG FUN!***

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Our Food Service Directors work hard to plan nutritious quality meals that are the most tasty and best in town.

That message should be repeated often through the **marketing** of the products and services. Marketing should be conducted through our Monthly Celebrations, Promotions and Merchandising to get students' attention.

We also find it is important to look at ways to reach out to teachers, parents, school administrators, the community, and involve the food service staff.

A marketing plan is an investment in the future success of the food service operation.

More importantly, it's an investment in children's health. By increasing customer participation, the Food Service Director increases the number of times a student eats a nourishing meal.

The school food service often faces stiff competition from fast-food restaurants, competitive foods, and other bag lunches; however, A'viands Food Service Directors know we can influence whether a student eats in the **Market Café** or somewhere else. Starting with quality meals and quality service, combined with good marketing and effective Monthly Celebrations, the Food Service Director has the *A'viands "recipe for success"*.

We make sure we are always asking questions like these:

***Can we brighten or cheer up the Market Café and make it more fun?***

- How can we decorate? Will students, teachers, or parents be willing to help?
- What are the school colors? Can they be used in the Market Café?
- What is the school mascot? Can the mascot's name be part of the Market Café's name?

***Are we doing a good job displaying food?***

- What is the first thing a student sees in the serving area?
- How does the food look from the customer's point of view?
- How about garnishes? Do they complement the flavor, color, and texture of the foods?

***Are we doing a good job serving food?***

- Does the staff serving the food know how to place it on the plate or tray so that it looks attractive?
- Are employees using the correct serving size and proper serving utensil for each food item?
- Are pre-portioned food items being served in appropriate quantities for the grade group being served?

**We use a Variety of MERCHANDIZING TOOLS**

There are lots of merchandizing tools the Food Service Director might use to get students' attention. A combination of tools achieves the best results!

**Displays**-A variety of display equipment can work well in a school setting. Kiosks, photo boxes, and free-standing poster boards or easels are just a few. They can be used to promote new menu items, advertise theme days, and spread the word that it's fun to eat at school.

**Bulletin boards**-Do the students have time to read when they are waiting in the serving line?

Bulletin boards can spark students' interest and extend an exciting invitation to learn. One bulletin board should be designated for monthly promotions and one for general nutrition.

**Costumes or special accessories**-During a Monthly Celebration, the staff can dress for success! An event can be fashionable and fun with employees wearing buttons, aprons, hats, T-shirts, or costumes.

**Posters and banners**-Perfect for a wall or even the wide side of a salad bar, banners add color and excitement to the cafeteria setting. Plus, they are inexpensive.

**Signs**-Signs placed outside the Market Cafe and in other areas around the school campus can be motivational.

**Static-cling decorations**-Decorations in the Market Cafe add color or create a mood for a special theme day.

Static-cling decorations can be used on any glass surface, such as on the outside glass serving line or glass partitions or windows near the entrance to the Market Cafe. They are easy to use and can be saved for reuse.

**Music and props**-Music can help set the stage for theme days, but it's great for regular days, too.

#### **PROVIDING PRIZES AND SURPRISES**

Students love prizes and surprises. Such incentives increase participation, reward young children for selecting new food items, and make eating at school fun.

**We have some ideas we'd like to try:**

##### ***Nutrition Nuggets from Newton, our Nutrition Nut!***

On days marked with a "Nut" on the Monthly Menu, we will give out a Nutrition Nugget inside a special "Nutrition cookie" to everyone purchasing a Market Café Meal!

##### ***"Reach into the Surprise Can"***

School lunch can become a special occasion with a "Surprise Can." Each student who buys a complete school lunch gets to reach in and take a card. The lucky winner's card is redeemable for a small non-food prize.

##### ***Water Bottles, Fanny Packs, Frisbees, T-shirts***

Healthy exercise and eating habits can be promoted by giving larger prizes. Local sports stores, athletic associations and vendors are sources of promotional material.

##### ***Frequent Customer Card***

The manager can plan a frequent customer card program. When a student's card is stamped completely, he or she receives a prize.

### ***Lucky Tray-Sticker Day***

Young children love stickers. When they try new foods, the manager can reward them with stickers. The stickers add excitement to the lunch line. Stickers can be placed on some of the trays and small prizes can then be given to the lucky students with tray stickers.

### ***Pencils for Smarties***

A word game or puzzle that features foods for a healthy diet can be fun for students, especially when those who play receive pencils.

### ***The Poster Contest Challenge***

The staff can challenge elementary classes to participate in a poster contest. The winning class gets a private party in the cafeteria with tablecloths and decorations!

### ***Wake Up to Nutrition***

Excitement can be created by telling students that an alarm clock or timer will go off sometime during the meal service. Whoever is at the cash register when the buzzer sounds will get a prize!

### ***Magnets for your Frig***

At the beginning of the school year, the staff can give refrigerator magnets to students who post school menus at home. Magnets featuring the lunch program or the Food Guide Pyramid help students and parents remember the program throughout the school year.

### ***Special Visitor Day***

The manager can invite a celebrity, such as a professional athlete or Chef, to dine with the students or can have a costumed mascot visit the Market Cafe. A staff member or parent volunteer can wear the costume and give a pep talk to get students involved and excited about what's happening in their meal programs.

### ***Taste Tests***

Students can be invited to take a taste. For example, food samples can be offered at the entrance to the Market Cafe or at the beginning of the serving line. For added fun, a costumed mascot can offer samples to students waiting in line. Classroom or lunchroom tasting parties can let the students sample new items in advance. The Food Service Director should seek and use feedback. These tasting activities are great ways for a manager to test the market for the inclusion of new menu items.

A'viands has been successful using "***Newton***" our *Nutrition Nut*, in several ways at Farmington Municipal School District and others.

Successful Theme Day Promotions, Pencil and Magnet Give-Aways as well as "Star Tray Day", Birthday Month Celebrations to name a few have increased our participation as well as promoted nutrition and awareness of the dining program!